Synergy of the President & Enrollment Officer
What the President Needs to Know and When

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We Are Marshall (2006)
Relationship with the President

- The importance of the relationship
- Maximizing Presidential influence

Presidential Responsibilities

- Protect and advance the mission of the college
- Fiscal health of the college
Presidential Expectations for Enrollment

- Where can I fail as enrollment leader?
- Where can I not fail?

Setting Goals

- Utilizing the President to Help Shape a Campus Wide Plan
The Communication Cycle: Keeping the President Informed

Owning the Results

When things go right and when things go wrong, do I go to the mirror or window?
Winners find solutions; losers make excuses.
The Influence of the President On Enrollment

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